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(71) Applicant (for all designated States except US): **RED SHERIFF LIMITED** [AU/AU]; 96-98 Market Street, South Melbourne, VIC 3205 (AU).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **GRIFFIN, John** [AU/AU]; c/- 59 Wentworth Avenue, Surry Hills, NSW 2010 (AU). **LONG, Mark** [AU/AU]; c/- 59 Wentworth Avenue, Surry Hills, NSW 2010 (AU).

(74) Agent: **FREEHILLS CARTER SMITH BEADLE**; Level 43, 101 Collins Street, Melbourne, VIC 3000 (AU).

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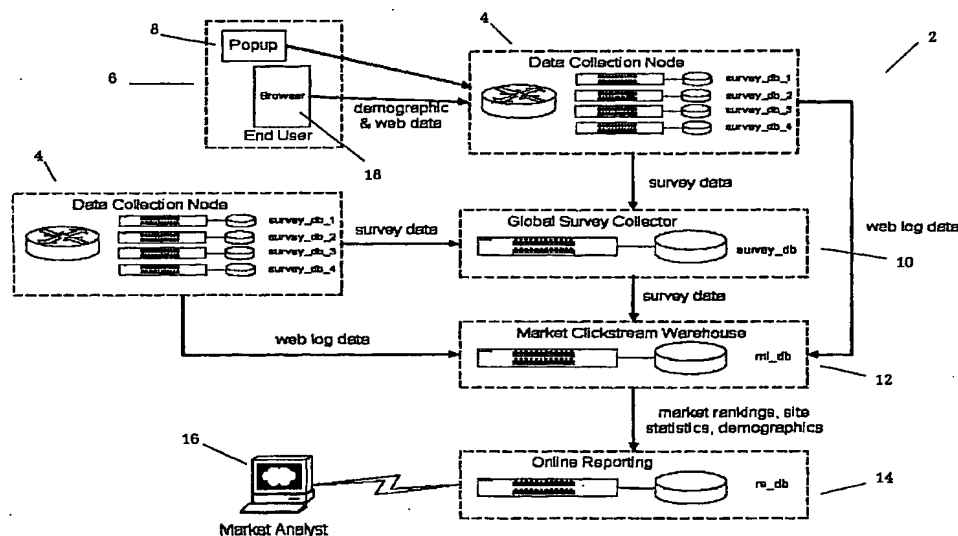
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(54) Title: METHOD AND SYSTEM OF MEASURING AND RECORDING USER DATA IN A COMMUNICATIONS NETWORK



(57) Abstract: A system (2) for measuring and recording user data in a communications network and associating the user data with demographic data of the user, the user being able to access a user computer processing means (6) having browser means (18). The system comprises data processing means (4) for receiving from the browser means a measurement record after the user accesses a part of the network having a portion of measurement code embedded therein. The data processing means determines from the received measurement record whether a survey identified by a survey identifier has been presented to the user. The system further comprises first electronic storage means (12) for receiving survey response data of the user and the measurement record of the user.

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